

So just tell us a little about yourself.

Limited to smokers 21 years of age or older.

Please mail to: **Cambridge Diner, P.O. Box 66136, London, KY 40742-6136.**

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)
☐ Regular ☐ 100% ☐ 120's King Size

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Lights/Mild ☐ Medium ☐ Full Flavor

5. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

7. What, if any, was your previous brand?

(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Well, until the store has my regular brand.
☐ Buy a different brand entirely.

9. Where do you usually buy your cigarettes? (Check one.)

☐ Supermarket Chain
☐ Discount Store
☐ Neighborhood Grocery
☐ Convenience Gas Station
☐ Drug Store/Pharmacy

10. Please indicate the brands from which you regularly receive cigarette coupons.

☐ Basic ☐ Camacho
☐ Camel ☐ Camel
☐ Camel ☐ Camel
☐ Camel ☐ Camel
☐ Camel ☐ Camel
☐ Camel ☐ Camel

11. Which of the following statements best describes the way you use cigarette coupons?

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

12. Residence information—you and your family: (Check all that apply.)

☐ Own a house
☐ Own a mobile home
☐ Own a condominium
☐ Rent an apartment
☐ Rent a house
☐ Rent a mobile home

13. Which of the following statements apply to your household? (Check all that apply.)

☐ Military Veteran in household
☐ Member of frequent flyer program
☐ Have a camcorder

☐ Have a CD player
☐ Have a VCR
☐ Belong to men's lodge (i.e. Elks)
☐ Visit friends frequently
☐ Have a grocery store frequent shopper's card
☐ Belong to a warehouse club
☐ Attend movies
☐ Play the lottery regularly
☐ Order personalized address labels

14. Which of the following activities do you or your spouse regularly participate in? (Choose all that apply.)

☐ Attend state fairs
☐ Automotive repair
☐ Bingo
☐ Bowling league
☐ Camping
☐ Country line dancing
☐ Home decorating/furnishing
☐ Hunting
☐ Listening to records/tapes/CDs
☐ Listening to talk radio
☐ Mail/telex/teletype
☐ Playing cards
☐ Reading romance novels
☐ Watching soap operas
☐ Watching TV talk shows

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	MR	Last Name
Birth Date	Regular Brand	
First Name <th>MR</th> <th>Last Name</th>	MR	Last Name
Birth Date	Regular Brand	

Name _____ City _____ State _____ ZIP _____
 Address _____
 Phone _____

By participating in this survey and signing below, I certify I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded merchandise from the mail, subject to applicable federal and state laws.

Signature (Required) _____

Date of Birth (Required) _____ Today's Date _____

And If you haven't already heard, here's a little something about us: At the Cambridge Diner, we serve good smokes at a fair price.

Fill out the enclosed survey, send it in, and you may be eligible for money-saving coupons, exciting offers, and all the good news from the Cambridge Diner. If you've already sent in a survey, please pass this one on to a friend who smokes and is 21 years of age or older.

Thank you.